“The Study of Consumer Buying Behaviour of Automobile Products Purchase with Reference to Latur District.(Maharashtra) ”

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Introduction

Consumer Behaviour is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. Consumer buying behaviour refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. It is a study of the actions of the consumers that drive them to buy and use certain products. Understanding consumer behaviour is a vital aspect of marketing. Consumer behaviour is nothing but a study of how single individual customers, group of customers or organizations decisions with regard to the selection, purchase, use, and disposal of goods, services, ideas, or experiences to satisfy their needs and wants. In simple words: it is a decision taken by consumers about what they need, want, and desire and how do they buy, use, and dispose of goods.

The study of consumer buying behaviour is most important factor for marketers as they can understand the expectation of the consumers. It helps to understand what makes a consumer to buy a product. Consumer buying behaviour studies about the various situations such as what do buy, why do they buy, when do they buy, how often do consumers buy, for what reason do they buy, and much more.

Consumer behaviour is the action and the decision processes of people who purchase goods and services for personal consumption" –

Engel, Blackwell, and Mansard'

Scope of the Study

- The present Study covers the subject on "The Study of Consumer Buying Behaviour of Automobile Products Purchase with reference to Latur District. (Maharashtra)"
- It is a study of how individuals make decisions to spend their available resources on Automobile Products.
- The present study covers the behavioural pattern of customers.

Historical Background of Latur

Latur is one of the important city located in south eastern part of Maharashtra with ancient historical background. The king 'Amoghvarsha' of Rashtrakutas developed the Latur city originally the native place of Rashtrakutas. The Rastrakutas who succeeded the chalukyas of Badami in 753 A.D. called themselves the residents of Lattalut.

This place is the centre of headquarters of Latur district. It is connected by roads to Mumbai, Nagpur, Kolhapur & Aurangabad. National highway No.204 passes through the city.

Location

Latur City lies on the Balaghat ranges in Latur District. Latur district was formed by dividing Osmanabad district on 15th Aug. 1982. The district has an area of 7157 sq.km. Latur district is the 16th largest city in the state of Maharashtra $17^0$52' north to $18^0$50' North & $76^0$18' East Deccan plateau $79^0$12' meters above sea level.

Talukas in Latur District

There are 10 Talukas, 948 Village & 7 towns in Latur district. As per the census India 2011, Latur district has 4, 81,572 households, population of 24, 54,196 of which 12, 73,140 are males & 11,81,056 are female. The population of children between age 0-6 is 3,17,811 which is 12.95% of total population.

The literacy rate of Latur district is67.26% out of which 73.24% males are literate & 60.81% females are literate.

List of Talukas

1) Ahemadpur
2) Ausa
3) Chakur
4) Deoni
5) Jalkot
6) Latur
7) Nilanga
8) Renapur
9) ShirurAnantpal
10) Udgir

Objectives of the study

- To Study & to assess the consumer behaviour with reference to Automobile Products Purchase in Latur District.
- To Study various factors which are considered while purchasing Automobile Products.
- To Evaluate the impact of Social, Economical & Psychological factors on consumer buying behaviour.
- To Study the effect of Automobile Products uses on Environmental factors.
- To Suggest various factors to improve the sales of Automobile Products.

Hypothesis of the study

- There is a direct impact of price as well as Advertisement on purchase of Automobile Products.
- Milage is the main determinant factor for buying a Automobile Products.

Methodology

Area selection

Latur is a district in Maharashtra state of India. It is the 16th largest city in Maharashtra with district headquarter located in the city. The district comes under Marathwada region of Maharashtra. The Latur District is in the south-eastern part of the Maharashtra state. Latur town is situated on the 18.7° latitude and 73.25° longitude. The district is situated on the Maharashtra - Karnataka boundary.

According to the 2011 census Latur district had a population of 2,454,196. This gives it a ranking of 181st among the districts of India (out of a total of 640). The district had a population density of 343 inhabitants per square kilometer (890/sq mi). Its population growth rate over the decade 2001-2011 was 18.04%. Latur had a sex ratio of 924 females for every 1000 males, and a literacy rate of 79.03%.

Sampling

The study has been based on stratified random sampling technique and a sample size will be of 1000 users of LATUR District. The sample covers various socio-economic backgrounds of the population. This sample is distributed equally for 10 talukas of Latur District shown as follows.

Sr.No.	District	No. of sample
1	Ahemadpur	100
2	Ausa	100
3	Chakur	100
4	Deoni	100
5	Jalkot	100
6	Latur	100
7	Nilanga	100
8	Renapur	100
9	Shirur Anantpal	100
10	Udgir	100
	Total	**1000**

Data collection

The data collected by the present study comprises of both primary and secondary sources.

Primary Data

The primary data will be collected through questionnaire. The respondents were interviewed and asked to fill the questionnaire. The first part of the questionnaire contains the questions concern to the respondents profile in terms of their age, sex, occupation, educational background and income. The second part deals with their behaviour towards Automobile products and factors influencing in making decisions.

Secondary Data

In order to fulfill the first two objectives of the study, secondary data were collected. The secondary data pertaining to LATUR District were collected from various government publications and records; the major source of secondary data being census of India, 2011, District Statistical Centre and Collectorate and the web sites of different regions. The secondary data has been collected from various magazines, journals, daily newspapers, survey reports and reference books etc.

Data Collection Tools

The tools used for collection of required data are:

1. Structure questionnaire.

2. Personal interview.

A structured questionnaire had been administered for collecting the data and also through interviews. The questions are mainly of multiple choices.

Literature Review

Sudarshan Pawar and Sunil Naranje (July 15, 2016) This research paper mainly focuses on "Automobile (Four wheeler) Customers and their buying behaviour in pune city" and Sample size was 265 Customers who own a car. Convenience sampling technique is used in the research.

Data is collected through structured questionnaire. The objective of the study is to achieve a better understanding of consumer behaviour with the factors influence consumer buying processes. This article aims to identify different streams of thought that could guide future consumer research.

Dr. K. Mallikarjuna Reddy in his article on "Consumers behaviour towards two-wheeler motor bikes" in twin cities i.e. Hyderabad and Secunderabad with a sample of 100 consumers by selecting two wheeler motor bikes i.e. Hero Honda, Yamaha, and TVS bikes and data had been collected through structured questionnaire.

He suggested that there is a heavy demand for Hero Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer, Some of the respondents are suggested to improve the mileage of Yamaha and TVS Bikes, A vast majority of the respondents felt the design of Hero Honda bikes should be changed so as to attract the customers and Some of the respondents felt that the price of Yamaha is high and it should be decreased so as to attract more customers.

Limitations

- A Sample of only 1000 respondents, 100 each from 10 Talukas has been taken into consideration of Latur district which might affect the final results.
- Due to some of the respondent non-cooperation in providing detail information, there may be a chance of bias in the researchers work.
- The study is mainly based on the information provided by the respondents through questionnaire & Personal interview method rather than by direct observation .
- Conclusion drawn will be based on response from sample respondents only.
- Due to the busy work schedule of some of the respondents there may be chances that the response to the questionnaires may be with lack of full concentration.

Chapter Scheme

The chapter scheme of the present research work is given briefly as follows:

Chapter I: Introduction

The first chapter is related to introduction. It includes meaning and definitions of consumer behaviour, features and importance of consumer behaviour, factors affecting consumer behaviour, Historical Background of Latur city.

Chapter II: Review of Literature

The second chapter deals with review of literature. It includes book review, thesis review – Ph. D dissertations and M. Phil. dissertations, research papers and articles related to consumer behaviour.

Chapter III: Research Methodology

The third chapter is related to research methodology. It deals with statement of problem, significance of study, objectives of the study, hypothesis of the study, period of study, sampling and techniques of analysis, research methodology, and collection of data, methods of data collection, statistical techniques used for data analysis, scope of study, its limitations and at last chapter plan.

Chapter IV: Data Analysis and Interpretation

This chapter provides with the data description and the data analysis of data collected. Analysis is done on the basis of objectives of the study. Various descriptive techniques like graphs, charts, pie diagrams, etc. have been used for analysis of data.

Chapter V: Findings, Conclusions and Suggestions

This chapter deals with conclusions and suggestion on "The Study of Consumer Buying Behaviour of Automobile Products purchase with reference to Latur District.(Maharashtra)" Here, all the hypothesis of study are tested and further suggestions are given for research areas.

Bibliography

Annexure

(NIKITA K AGRAWAL) **(Dr.AMBAD. R. F)**

Research Scholar Research Guide